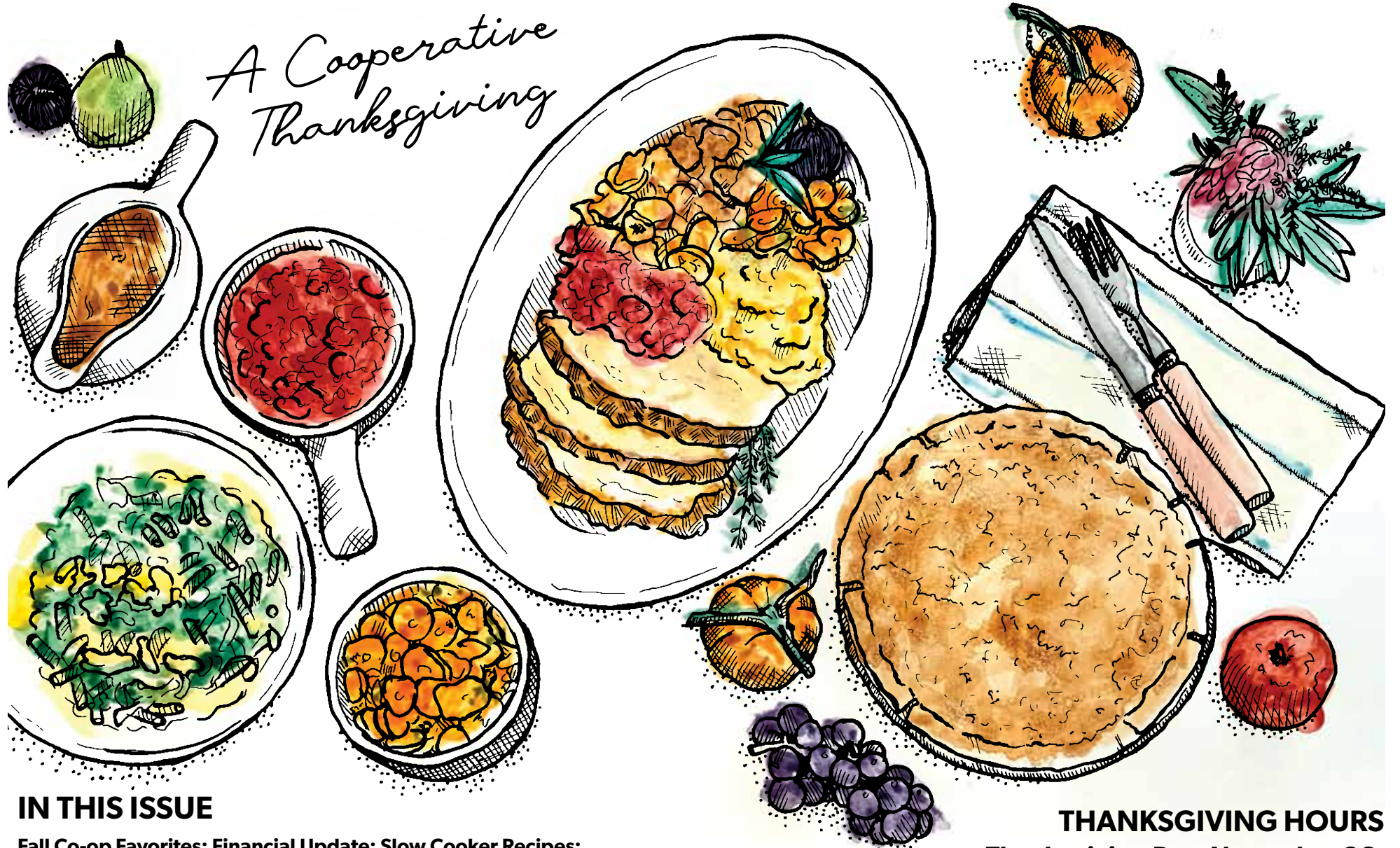


willy street co-op

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI
VOLUME 47 • ISSUE 11 • NOVEMBER 2020



A Cooperative Thanksgiving

IN THIS ISSUE

Fall Co-op Favorites; Financial Update; Slow Cooker Recipes; Curbside Pick-Up; and more!

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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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All advertising submissions must be reserved and arranged with the editor by the 10th of the month previous to publication. All advertisement copy must be submitted by the 15th of the month. Submissions should be emailed to l.wermcrantz@willystreet.coop or mailed to Willy Street Co-op's Central Office according to submission requirements.

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WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 8:00am-9:00pm; West and North: 8:00am-8:00pm, every day

East Juice Bar: 8:00am-4:00pm; West Juice Bar: M-F: 8:00am-2:00pm;

North Juice Bar: 7:30am-7:00pm

Deli: 7:30am-9:00pm

Seafood Center-East and West: 10:00am- 6:00pm.

WILLY STREET CO-OP MISSION STATEMENT

The Williamson Street Grocery Co-op is an economically and environmentally sustainable, cooperatively owned grocery business that serves the needs of its Owners and employees. We are a cornerstone of a vibrant community in south-central Wisconsin that provides fairly priced goods and services while supporting local and organic suppliers.

WILLY STREET CO-OP BOARD OF DIRECTORS

Jeannine Bindl, President
Ann Hoyt, Vice President
Brian Anderson
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Michael Chronister
Gigi Godwin
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Caryn Murphy
Ashwini Rao

BOARD CONTACT INFO:
board@willystreet.coop
all-board@willystreet.coop
(includes the GM, Executive Assistant and Board Administrator)

BOARD MEETING SCHEDULE

January 22
March 17
April 21
June 17
July 21 (and Special Owner Meeting)

Board meetings are typically held at our business office at 6:30pm (1457 E. Washington Ave. in Madison), but may be held virtually. Please see www.willystreet.coop/events and select the "Board" category for details.

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THIS MONTH: Virtual Wellness Any Day coupon. See ad on page 15 for details.

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Affordable rates, wide reach, discounts for non-profits and Owners. Find info here: willystreet.coop/advertising.

CUSTOMER COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the *Reader*. Many more can be found in the commons or in the binder near Customer Service. Thank you!

SELF CARE

Q: *THANK YOU for writing the cover story "Self Care" in the October 2020 issue of the Reader. I thoroughly enjoyed reading the article and agreed with most every point that was made! As someone who is a self proclaimed "health freak" I am always looking for ways to increase my health and happiness. I used to focus solely on food and now am understanding how important so many other areas are in overall health such as social connection, joy, sense of community, time spent outdoors, etc. All of these areas your article covered in a an easy to understand yet comprehensive fashion. I have already set aside my issue of The Reader to share with others. We're all here together!*

A: Yay!!! That makes me so happy to hear. I'm glad it was useful to you. I learned a lot from it too. Andy is a great and thoughtful writer. I'll pass along your feedback to him. I'm sure it'll make his day, as it did mine. Take care! -Liz Wermcrantz, Editor

FEELING SAFE

Q: *I just wanted to say thank you, thank you, thank you for going the extra mile to make shoppers feel safe throughout the pandemic. I've noticed some less than kind comments in the newsletter lately, so I wanted to make sure y'all know how much your work is appreciated. I haven't gotten my groceries anywhere else since the pandemic began and I have no plans on changing that - you all rock!!*

A: Thank you, thank you, thank you for the kind words. I will make sure to share this email with the staff. I really do appreciate hearing this and we will continue to keep the best interest of our staff and shoppers in mind when making decisions during the pandemic. Please take the best care. -Amanda Ikens, Owner Resources Coordinator-East

PERSONAL CONTAINERS

Q: *Hello! I recently moved to Madison and I'm excited to become a regular at your stores. I was wondering what type of restrictions you have on bringing in*

personal containers for buying in bulk? Thanks for the guidance!

A: Welcome to Madison! Good question—Public Health has recently begun to allow bulk goods to be sold again, and we're working to get our bulk aisles ready. At this time, reusable containers are not allowed due to Public Health restrictions, but we will have paper and plastic bags available for you to use.

Please let me know if there is anything else I can help you with. Best regards, Liz Hawley. Education and Outreach Coordinator

BULK CODE LOOKUP

Q: *The bulk code lookup tool on this page isn't working: <https://www.willystreet.coop/pages/bulk-department>. It was working a few months ago, but now all I see is [view:plu_look_up=embed_plu] under "What Did I Buy?" Please help! Thanks!!*

A: You can look up products including bulk on our e-commerce website, which can be found at the "Shop" link in the upper right hand corner of the home page. On the e-commerce site, just type the PLU number into the search bar. The PLU lookup feature on our main website has not worked for some time and I'll make sure it is removed. Sorry for the confusion! Take care, Ellie Habib. Webmaster

WONDERFUL SERVICE

Q: *I have intended many times to let you know what wonderful service I had when I picked up my Sept. 10 order and weekly boxes. Wish I had asked the name of the young man (when one is 77, everyone looks young) brought my groceries out at Willy North. They were boxed, and one box appeared the right size for the weekly box. As he placed the boxes on the floor in back as I requested, I asked if somehow he was delivering the subscription as well and he said would bring those out too. I expected to wait because I'd arrived toward the end of my hour, 1-2, so that I could then get the subscription boxes in the same trip. It happened the truck had just arrived, so there was a delay for which he apologized as he put the boxes on the back seat and then BELTED THEM IN for stability. All this time, there was just a spit of rain on the wind.*

I felt so very cared for with this kindness, and I hope you can figure out who he is to pass along my most sincere thanks.

Willy Street peeps are the best!

A: I hope this finds you well. I believe you are talking about our colleague Patrick. If so, you are absolutely correct in your assessment of his awesomeness. Patrick is truly delightful and we so appreciate his presence here at Willy North.

Be well and I'll make sure he is well aware of your kind words. -gianofer fields, Owner Resources Coordinator-North

STANDING IN LINE

Q: *I stopped on Sunday at the north side Willy's. I had to stand in line to enter. (I understand and appreciate why) I had to stand in line to check out (18 people in line). When I left 24 people in line to enter. With only three registers open. More people where in line then where shopping. Also overheard three employees saying they were going to go extra slow to face the store. Why would anyone be facing the store when registers where no being used. I have never had a problem getting rung up at Trader Joes but it continues to be a problem at north side willies. I very much appreciate this store, but it is not run with the customer in mind. Very frustrating. (I use to be a manager at Walgreens so I have had some retail experiences.) Thank You*

A: Thank you for writing, and I'm sorry this was your experience at Willy North.

I understand it must have been incredibly frustrating to hear employees saying they were going to go extra slow to face the store. The reason this was said is because Sunday was our quarter-end inventory and we had an external company come in that morning to count our Grocery and Wellness departments. Typically after they finish counting, the shelves are very disorganized and products are frequently pushed in front of incorrect shelf tags. Our employees take extra time facing the store after inventory to ensure everything is in the correct place.

For the safety of customers and employees we are currently using every other register so we can maintain social distancing. Typically three registers are enough to manage the number of people we are allowing in the store, however sometimes things do get backed up. We acknowledge this is unacceptable and have installed additional barriers at the checkouts so we can open more registers.

Thanks again for taking the time to share your feedback. -Jenny Skowronek, Store Director—North

ENVIRONMENTAL AWARENESS

Q: *I've been here 2+ years now, after leaving Madison in 1990 to teach. It's a great city. (One of the best things about the old Madison was the network of coops.) I understand that the Northside store was created to fill a sort of grocery store vacuum in the area, and that as a result the products are a little more mainstream than in other stores. But it seems to me that*

*the store could fulfill that mission without compromising core values of great coops. Today I bought a small "artisan" pie from a local bakery. Looking over the list of ingredients I discovered "palm fruit oil". If you google this you discover a number of things about palm oil which are disturbing. Why are we carrying *any* products with palm oil?! Shame. And why carry toilet paper products that are the lowest on the scale of environmentally friendly? I think there needs to be a good long look at how the values of the coop align with those of being environmentally aware and responsible.*

A: I appreciate your feedback and comments. It is always good to be reminded about how we can do better. We try our best to make sure that any brands with products that contain palm oil are using sustainable palm oil, but we do not have a prohibition on non-sustainable palm oil. I will reach out to my co-workers and stress the importance of our properly vetting product ingredients to make sure we avoid it.

There are many shoppers who are looking for affordable options, and often these are not in alignment with our environmental values. We try our best to find a balance, but I know that does not sit well with everyone. Lately, making sure we have toilet paper is equally as important as many producers fall behind. I hope that you can understand that there are many among us that are just trying to make ends meet.

Thank you for taking the time to reach out to us. I appreciate hearing from you! -Dean Kallas, Grocery Category Manager

MANY THANKS

Q: *Ever since the beginning of the April, when masks and social distancing were acknowledged as a way to help deter the passing of the CORONA-19 virus, the Co-op has been my primary grocery shopping place (I shop at Willy West) because I felt so much safer there than any other store with your required mask wearing and occupancy limits. You have continued with your requirements, and for that I'm very grateful! While I try to limit driving to limit my carbon footprint, I do drive extra miles to come to the Co-op, but try to limit how often. I was also so pleased to see that we can once again have access to bulk items, bring our own shopping bags, and continue to have occupancy limits. Together, doing what is best for everyone will help us get through this unfortunate crisis! Many, many thanks to the staff and board for doing what is best.*

A: Thanks for writing in with your kind words and gratitude. I appreciate your support of our policies!

Take care, -Liz Hawley, Education and Outreach Coordinator

GIVEAWAYS

Q: I cannot enter to win the giveaway dehydrator because I don't use social media. so sad.

A: Thank you for the feedback, and I'm sorry that it took me a while to get back to you. We did have two of the four giveaways on social media platforms, and two with entry on our website, with the largest giveaway on our website (the chest freezers). We are trying to build our following on Facebook and Instagram, and having the giveaways there did what we expected, although—as you point out - a drawback is inaccessibility for some Owners who don't use one or both of those social media platforms. We are working on a way where Owners can enter through social media or our website, with all entries being put into one group to draw from. That way Owners can enter using any of these methods while we still build our profile on social media. We will keep working toward that solution!

Thanks again for sharing your feedback. Take care and be well!
-Brendon Smith, Communications Director

OWNER REWARDS

Q: Can you put a couple of weeks of owner reward flyers on the website? I make a lot of decisions based on what's on sale. These days, I'm doing all my grocery shopping online with the pick-up option. Because of the delay between shopping and being able to pick up (while I'm writing this, it's a 7 day delay), I can't see what's going to be on sale. That means that I need to place my order, and then go back in, in a few days, and make changes and email those changes to you. It's not a particularly convenient system for you or for me.

A: Thanks for your suggestion! I can certainly understand wanting to plan ahead in your shopping, especially with the pandemic in effect! Given volatility of pricing and supply - particularly of produce items, and especially during COVID - we aren't able to confirm sale pricing much farther ahead of time than we are already doing. If we are able to make any changes to better settle sale pricing, we will re-examine our process to see if we can give Owners more notice about upcoming sales. Thanks for shopping at the Co-op; take care and be well! -Brendon Smith, Communications Director

TOILET PAPER PROBLEMS

Q: (My wife and I were at Willy Street East on Williamson last week, where I filled out one of those sheets for a comment on things. There wasn't enough room on the form to say it all, so attached is the whole story.)

The toilet paper dispenser in the rest room at East is a disaster. It presents a number of problems.

First of all, it is mounted too low. There should be at least 36 inches from the floor to the bottom of the dispenser. When you need some paper, you have to try to reach into the dispenser, but one can barely get into the place where the paper is. And you can't see how to get in.

Often, there is no small end to grab, and you need to try to spin the roll until you find one. Sometimes, when you do that, the paper ends up on the floor.

Even if you are able to locate some paper, the results are not good. The paper is far too narrow and too thin. To accomplish anything, you need handfuls of this thin paper, which does not work well with the kind of job at hand.

What you should be doing is making available in the restrooms the same paper that you have on the shelves that you are selling. That way you can put a small note on the wall near it and tell people which aisle to find it in.

In contrast, the hand washing system you have in the restroom works very well.

A: Thank you for sharing your concerns about the toilet paper dispensers and toilet paper at Willy St Co-op East.

As far as the TP dispenser height, we are required by local and federal building codes to provide Americans with Disabilities Act (ADA) compliant, accessible restroom facilities. ADA specifications state that toilet paper dispensers need to be at minimum 14" off the floor (for the bottom of the dispenser) and at maximum 19" off the floor (for the top of the dispenser). We are restricted by those parameters and we have installed them within those parameters.

I believe part of the problem you experienced is due to the ends of the TP rolls not being freed before the rolls are installed in the dispenser. They come glued down so the rolls don't unravel in shipping or while being removed from the packaging. I have communicated with our staff and the company that cleans for us to request that the rolls are "started" before they go into the dispenser to make it easier for the user to find and grab the end of the roll.

Regarding the type of toilet paper we use in the restrooms, it is not practical for us to use the smaller, residential sized rolls that we sell in the store. With the small rolls we would need to restock the dispensers many, many times per day instead of the once or twice per day that we do now. Another consideration is that the large, 2-ply rolls we use is what was recommended by our supplier for an unbleached product with 100% recycled fiber that we are looking for.

I'm glad you are pleased with your hand washing experience. We have also been happy with the Green Seal certified, biodegradable and unscented hand soap we have provided at the hand washing facilities for the last several years. -Jim Jirous, Facilities Director

SENIOR HOURS

Q: Your Covid-19 update didn't mention senior hours, if you still have them...

A: We do indeed! The first two hours we're open, 8:00am-10:00am, are reserved for those who are seniors or who have compromised immune systems.

Please let me know if you have any other questions I may help you with. Best, Liz Hawley, Education and Outreach Coordinator

CURBSIDE PICKUP

Q: I really appreciate the option to get curbside pick-up. Is there a way (such as a surcharge) to shorten the time between placing an order and pick-up?

A: Thanks for your question about wait times for Curbside Pickups. The time-consuming part of shopping for other people is just that - the shopping! We have a process of selecting the products on a customer's order and then a second process of auditing those selections for accuracy, adjusting weights, and voiding out-of-stock items from the order. Finally, we package up the order in bags and boxes. All in all, it takes quite some time. Given that, and the variability of orders (we often get orders over \$500, they take a lot of effort!), we only offer a certain number of pickup and delivery "slots" each day. We can only offer as many "slots" as we have staff scheduled to work in our eCommerce operation that day. Added charges, as you suggest, won't immediately impact that capacity - having more trained staff will!

We are working on hiring more folks into our eCommerce Department. Much of our team has been made up of staffers from other departments and sites that were closed down due to the health and safety policies that the County implemented early in the pandemic. As those staffers have been recalled back to their home departments, we've been in a position of having to temporarily reduce our capacity. Demand for the service is understandably rising, as well. The convergence of these two points is what you're experiencing with multiple day wait times between your order and your pickup. Once we have some additional staffers in and trained, we'll be able to offer more "slots" for you to choose from, and wait times for orders should go down. -Patrick Schroeder, eCommerce Manager

OPENING PLASTIC BAGS

Q: Maybe this question has come up before and I missed it. If so, sorry.

Your produce bags are exceptionally clingy, which was tricky enough before a pandemic. Now, licking my fingers to open a produce bag doesn't seem the wisest thing to do, if it ever was, and you can whip them through the air over and over and they still don't open. (From what I observe in the produce section, I am not alone in

this challenge.)

Any tips you have for opening those things?

A: Thanks for the question! I think the produce bags that you are referring to are the home-compostable bags that are available in our produce departments. These bags are made from a 100% vegetable starch material, and unlike many of bioplastics, are certified to breakdown in a home compost pile within 180 days.

The downside to this material is that it is very clingy, as you noted. I don't have any great tips for you—I've found that I'm able to get them open without too much hassle, but it's definitely true that it is harder than more traditional plastic bags. If you have had it with the compostable bags and would prefer the more traditional plastic, we do also have those available in our produce departments. If you can't locate which is which, feel free to flag one of our employees and they'd be glad to help. I hope this is helpful information! Best, Megan Minnick, Purchasing Director

BULK SECTION

Q: Just wondering if, with COVID 19, your bulk foods section is still available—e.g. for flour, beans, etc. Are there new rules, like no containers from home, etc.? Thanks.

A: I am very sorry to have missed your comment, but the good news that I can now report is that we have just been able to partially re-open our Bulk aisle.

- Bulk coffee is back.
- Most gravity bins (the kind where you pull down the handle) are open again and we're working on filling more.
- Bulk kombucha and most bulk liquids are available at Willy East.
- We expect some herbs, spices, and bulk teas to return in the next few weeks.
- The scoop bins are not yet available and there are still supply shortages of some products overall. Please do not bring in your own containers to fill in the bulk department, except for growlers for kombucha that are not intended for drinking from directly.

Please let me know if you have any other questions. Best, Liz Hawley, Education and Outreach Coordinator

PAPER BAGS

Q: I've collected a huge number of clean paper grocery bags. Can you use them? I'd be happy to do whatever it takes to return them safely for reuse.

A: Thanks for asking! We're not able to take the bags at this time, but I would recommend contacting neighborhood food pantries to see if they may be able to use them. Lusier Community Education Center and Middleton Outreach Ministries may be a good place to start. Thanks again, Liz Hawley, Education & Outreach Coordinator



GENERAL MANAGER'S REPORT

Financial Update & More!



by Anya Firszt, General Manager

Hello dear Owners. We shared with you a financial update mid-last month, here is the same post for those of you who may not have read it.

FINANCIAL UPDATE

Every year, the Co-op closes its books at the end of June, provides a preliminary report on the numbers at the Co-op Annual Meeting in July, has the books audited by a third party, and then publishes an Annual Report that includes audit details by December. As reported at the Annual Meeting, Fiscal Year 2020 showed an unplanned loss. The audit was completed and presented to the Board in late September and we are now preparing the FY2020 Annual Report. Meanwhile, I felt it important to provide an update to our Owners regarding the Co-op's present financial status.

FY2020 ran from July 1, 2019 through June 28, 2020 and had an unplanned operating loss of \$1.4 million dollars. Our sales were under budget by \$2.1 million and our expenses were greater than our budget, both due to COVID-19. Your Co-op did receive a Personal Paycheck Protection (PPP) loan in April through the Small Business Administration based on two and a half months of wages and benefits. These funds provided the cash needed to:

- pay for wages and benefits to keep our retail stores open
- expand labor for our online delivery and pickup service
- re-open our Production Kitchen
- offer a limited time hazard bonus to our employees at the retails and the Kitchen

Between the needed, short-term infusion of the PPP loan to help get through the last six months and our regular budgeted expenses, your Co-op may be able to get through FY2021 without another major unplanned loss, particularly if most or all of the PPP loan is forgiven.

The safety of staff and customers continues to be our top priority. Our next priority is the financial health of our Co-op. The Co-op's goals are to keep all of our locations open and have adequate cash to pay our obligations including payroll, vendor payables for the products we sell, and debt payments to Owner Bond holders and Summit Credit Union. The future economic outlook is uncertain and the recovery will be slow and extended, so we need to much more closely monitor our expenses and align expenses with current sales

revenue—all while the COVID-19 pandemic continues in our community.

More details have also been made available in our FY2020 Annual Report that was recently sent. And, we also reviewed our financial health during our virtual Annual Meeting in July; minutes of the full meeting with preliminary financial reporting is archived at www.willystreet.coop/2020-annual-meeting.

So what does this mean? We have seen tough financial times before, and we have had to make some hard decisions to support the long term health of the cooperative. We need to review areas of our operation to see how to manage expenses to sales. Our mission statement directs us to be an economically sustainable grocery business, and we will be.

Thank you for your continued support and being part of the journey; we would not be here were it not for you.

HAZARD BONUS

On a related note, the Board and I have received some emails from Owners who have asked us to further extend the hazard pay bonus to staff working in our stores and production kitchen. The hazard pay bonus provided by the temporary agreement we have with our employees' union (UE Local 1186) expired on September 27. Willy Street Co-op would sincerely like to be in a position to continue offering a hazard bonus to our employees, however, we are unable to continue the bonus and operate on a sound financial basis. We paid the limited-term hazard bonus to staff members who work in our stores and production kitchen from March 16 through September 27 (28 weeks) that ranged from \$2 per hour worked to \$5 per hour worked. In lieu of continuing the hazard bonus further, in our discussions with the UE we have offered an alternate option to increase union staff pay.

Just before going to press, we reached an agreement with the UE to pay a hazard bonus for two more weeks, and to also increase base wages as provided for in the collective bargaining agreement. The wage increase required a change in the collective bargaining agreement, which UE members voted in favor of and made effective October 12, 2020.

SPECIAL STORE HOURS AND DATES TO THINK ABOUT

Last month, I misreported open hours on Thanksgiving Day, please note: Thanksgiving Day - November 26 - the retails are open 8:00am - 2:30pm

Until next month, stay healthy.

BOARD REPORT

A Challenging Year



by Sarah Larson, Board Member

I hope you all are finding ways to enjoy the season and all that it brings including the crisp fall breeze and the wonderful smells and fall flavors. Fall also brings with it a reminder to lean into gratitude.

With every year there are turbulences that make it challenging to be grateful and see good. If turbulences are the norm, 2020 has been a series of tsunamis. It can feel strange to take time to bring gratitude front and center, but this remains important work and an element of self care. To practice what I write, in 2020, I am grateful for the time the pandemic has given me to pause and be present with my family and to better listen, hear, and see voices from different demographics rise and be heard.

As a co-op, we are continually grateful for the support of our Owners and community and the dedication and commitment of our staff. We are going through a lot of things together for the first time from our first global pandemic to reshaping ourselves as a unionized Co-op.

Thank you for helping our Cooperative make it through this challenging year that has led many businesses to navigate bankruptcy or close. We would not be here without you. For more information on how the Co-op fared in fiscal year 2020, the Annual Report was published last month and is available at: www.willystreet.coop/images/AnnualReports/FY2020-annual-report.pdf.

HOW CAN YOUR BOARD DO BETTER?

Within all that has happened this year there is a loud and continuous call to recognize privilege and do better. We've asked ourselves: how can your Board do better? One way we have identified is taking actionable steps forward to ensure we are constantly striving towards living the best version of our mission. And in doing so, that we are operating and shaping policy that supports this mission in an equitable and inclusive way.

MISSION STATEMENT

If you haven't read the Willy Street Co-op Mission recently, it states: "WSGC is an economically and environmentally sustainable cooperative that serves owners and employees. We are a cornerstone of a vibrant community in south-central Wisconsin that provides fairly priced goods and services while supporting local and organic suppliers." There

is a lot we can ask and unpack here, for example:

- What does "economic and environmentally sustainable" mean to us?
- What makes a community vibrant? How does Willy Street Co-op contribute to that vibrancy?
- What values and considerations does providing fairly priced goods and services imply across our stores and the communities they live within?
- How are we assessing our success and working towards the values implied in this mission?
- How and where do these values intersect; how do we overlay equity and inclusion?
- How do we, as a Board, systematically bring these mission-based inquiries into our daily work?

One answer we reached is: identify three core values from our mission and turn them into lenses we apply every day.

The three core values the Board and leadership team have identified are: 1) Equity, 2) Sustainability, and 3) Culture. With these identified, the policy committee has been tasked with shaping these values into value-based lenses that will be intentionally and systematically applied to review our policies and associated monitoring process and inform our governance work.

To date, here is what has happened to move this work forward:

The three core values were identified building off of our Board retreat, management's strategic planning work, and while considering things like the Willy Street Co-op mission, the Cooperative Principles, and our bylaws.

Research has been done on each value and initial drafts of guidance documents (that provide working definitions and a framework on applying the lens) have been created.

Guidance documents have been reviewed and discussed in two sessions of the Policy Committee; Step Up: Equity Matters participated in one of these sessions and provided valuable insights.

Next steps: These guidance documents will be presented to and reviewed by the full Board. Once approved, the Policy Committee will review all governance policies through these lenses and provide recommendations for improvement to the Board. Guidance documents will be continually revised to incorporate what we learn in practice and to inform ongoing work.

If you have any questions or comments on the work shared please reach out to me directly: Sarah Larson, Board Member and Policy Committee Chair, s.larson@willystreet.coop.



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ABC for Health Freedom, Inc.
Positive Women for Change
Rape Crisis Center
Wisconsin Alliance for Women's Health
Wisconsin Coalition Against Sexual Assault
Wisconsin Early Childhood Association
Wisconsin Family Ties
Wisconsin Literacy

☞ These member groups are led by Black, Brown, and Latinx leaders with a focus on racial justice. Not listed are Inspiring Voices organizations (Black, Brown, and Latinx-led initiatives focused on racial justice and outside of our membership). Donate to these organizations at: communityshares.com/donate



communityshares.com/community-chip

Community Room Class Calendar

Please see class descriptions for fees. Owners enrolled in the Access Discount Program receive a 10% discount. Payment is required at registration; please register by stopping at the Customer Service desk or by calling Willy West at (608) 284-7800 or Willy East at (608) 251-6776. For more information about individual activities and classes, see willystreet.coop/calendar.

Refund Policy: Unless otherwise specified in the description of the event, registration for events that Willy Street Co-op cancels will be refunded in full. Individuals who wish to cancel their registration must contact Customer Service with 72 hours notice to receive a full refund or transfer their registration to another class. No refunds or transfers will be granted for cancellations within 72 hours of an event. In order to cover costs incurred, there are absolutely no exceptions to the Refund Policy.

Out of an abundance of caution, Willy Street Co-op classes are canceled through the month of November. Watch social media and our website for an announcement when classes resume. Additional precautionary measures will be implemented when we begin to offer classes again.



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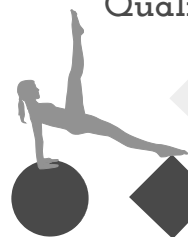


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THANKSGIVING HOURS

Thanksgiving Day, November 26:
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HOLIDAY NEWS

Our Subscription Boxes



by
Megan Minnick,
Purchasing
Director

In the past, I've been one to see challenge as an opportunity for growth, and perhaps growth will come from this tumultuous year, but even for my optimistic nature this year has just seemed like too much. 2020 has challenged us on so many different levels at once that it's impossible to process with any kind of perspective. From the renewed calls for racial justice that have prompted many of us to search deep within for hidden biases, to the way the pandemic has reshaped the most basic operations of our households and workplaces, to the challenges that our local communities have faced both economically and socially, to the immense pressure that both the pandemic and political division have put on the national and global community—2020 has left no part of our lives untouched.

Finding any kind of silver lining in all of this is a challenge unto itself, and can at times seem downright impossible. For me, one of the brightest silver linings has been a newfound sense of service and purpose in my professional life, and a deeper appreciation for our Co-op community. That sense of community and purpose has kept me going through all of this, and despite all of the negativity that has swirled around us, has given me a real sense of hope and optimism about our shared future.

Rewind to late March, a time that none of us will forget. Schools and childcare centers suddenly closed, leaving my two small children with nowhere to go. With my husband and I both working in essential businesses, juggling work and family became an impossible task. Add to that the stress and uncertainty of my work as the Purchasing Director at the Co-op—could we keep the shelves full? Could we ensure the safety of our staff and customers? What would become of the local suppliers who are the lifeblood of

our business? With our E-commerce program at capacity, how could we get food to customers who couldn't come into the stores?

Out of all of this came an idea, which at first seemed crazy, but over time became more solid and real.

SUBSCRIPTION BOXES

The idea was this: a weekly subscription-style box pickup, using the best seasonal produce from our farmers and vendors, and available to customers as a curbside "touchless" pickup. Boxes could be packed at our Production Kitchen facility, which—with the closure of our Delis' hot bars and salad bars—was struggling to find work for their staff. The program could provide a small but appreciated extra income for farmers and vendors who were missing their regular restaurant and farmer's market business; it could help us keep our staff employed; and it could get organic and local fresh produce to customers who had very limited means for accessing their groceries. It was a win-win-win.

It all sounds so simple as I type it here, but believe me, taking this idea from conception to reality was no small task. From taking orders and processing online payments, to sourcing, to packing, to transport and storage, to staffing the pickup stations, none of this was anything that we'd done before. We literally made it up as we went.

By mid-May, we were ready to take orders, and the program debuted in June, with 300 boxes of fresh produce picked up by customers each week. In addition to my regular job duties, I found myself the customer service point person for 200 box customers as well as being responsible for sourcing and ordering all of the produce for the boxes. Given the nature of the program, and my already full workload and family demands, this became a seven-day-a-week task, and I often stayed up late in the evening after the kids were asleep, emailing customers and vendors.

Now, I love my job, but I've never been someone who could be described as a workaholic. Managing the box program threw my work/life balance

completely out of whack, but oddly, I didn't mind.

As the person sourcing the produce and also interacting with customers, I became the point of connection between the two, and I had the opportunity to support both sides at a time when they needed it more than ever before. I've worked in local and organic food for my entire career, but this experience gave me a completely new perspective and appreciation for the importance of what I do, and how much it means to people.

THE SECRET TO HAPPINESS

I've read that one of the secrets to happiness is the practice of giving and service to others. My experience with the box program proved that to be true for me. Some of my best moments during this tumultuous year have been reading the messages sent from grateful customers and farmers, and knowing that by ordering those extra few cases of kale from a struggling farmer, or by including the most delicious peaches in the fruit box, that I was helping to make peoples' challenging days just a

little brighter, and that I was actively strengthening the ties of community that hold us all together and make us more resilient in dark times such as these.

With the onset of cold weather and the added stress of the holidays, the fruit and veggie subscription program ended last month. When all was said and done, we paid roughly \$56,000 in additional revenue to our local growers, and packed and handed out over 6,000 boxes of fresh produce to customers.

THANKSGIVING BOXES

Though the fruit and veggie subscription box program is done for now, we are offering a similar curbside box for Thanksgiving, including some beautiful local and organic produce and grocery items to grace your holiday table. You can find all of the details on page 15. Whether you get them from the curbside program, or from inside the retail stores, by including local items from small producers in your meal, you will be continuing the work of building community and connection, and that will endure into 2021 and beyond.

Owners: know someone who should be a Willy Street Co-op Owner?

If someone you refer becomes an Owner, we'll give you a \$25 gift card!

New Owner must give your name and email address and/or phone number when signing up.

Gift cards may take up to 60 days before ready for pick-up. Offer for Willy Street Co-op Owners only.



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PRODUCER NEWS

Maggie's Organics Quality Organic Goods



by, **Melissa Reiss,**
Purchasing Assistant

What do you do when you have 200 acres of organic cotton you need to sell? Start a clothing company!

In the early 1990s, Maggie's Organics founder Bená Burda was working in the natural foods

industry selling organic blue and yellow tortilla chips. One of the farmers growing the corn for the chips recommended improving the quality of the blue corn crop by rotating in cotton to the fields. His experiment worked very well, yielding 200 acres of organic cotton that Burda needed to sell somehow.

CONVENTIONAL VS. ORGANIC COTTON CLOTHING

Through her research, she learned that cotton was grown on three to five percent of the world's cultivated land, yet uses almost ten percent of the world's pesticides and 25 percent of the world's insecticides. She committed herself to tell these truths behind conventional cotton clothing. Burda found a business partner to turn the organic cotton into socks and T-shirts, and in 1992, Maggie's Organics was born in Central Michigan.

Through her work in the industry, she saw a demand for a supplier of organic cotton t-shirts ready to carry logos of natural foods companies. Soon, industry leader Ben & Jerry's was a client.

Maggie's expanded their product line and began to see first-hand the poor working conditions in the conventional textile mills outside of the US. Motivated to find a better way, they met with Jubilee House Community (JHC), a community

development organization established to help victims of natural disasters in Nicaragua. JHC suggested a new facility with a worker-ownership model for those they employed, where the workers had more of a voice and vested interest in the success of both the business and themselves.

This turned into a 100% worker-owned sewing cooperative called the Fair Trade Zone.

THREE SUPPLY CHAINS

Maggie's has since developed three separate supply chains which produce all of their products—each one dedicated to fair working conditions and practices, while using 100% Certified Organic cotton and wool. Socks are made by five family-owned mills in North Carolina. Leggings are produced in GOTS (Global Organic Textile Standard) certified facilities in Peru. Other apparel including dresses, ponchos, hoodies, and shirts is from their Central American supply chain.

Maggie's Organics, with their line of quality organic cotton goods, has been a mainstay in co-ops across the country, including Willy Street Co-op. Come see their classic styles which suit a wide range of tastes. Socks are a great gift, especially those made by people earning a living wage.

Read more about their commitments to fair trade and transparency on their website at maggiesorganics.com.



DELI NEWS

Order Through ChowNow



by **Josh Perkins,**
Prepared Foods Category Manager

For years, Willy Street Co-op has been putting in the work to make the Deli the best in the city. Locally sourced foods, a huge variety from our in-house kitchens and local entrepreneurs, and great options for many dietary needs and preferences all go into it.

In normal circumstances, this shows up for our Owners in a bustling display of color and aroma, making the Deli and Juice & Coffee Bar a destination to browse or buy while you get other shopping done or plan a picnic in the neighborhood. We've worked to make it welcoming and relaxing.

However, we are all now looking for a greater sense of security when shopping. Since early 2020, our Delis have looked quite different. Clustering elbow-to-elbow to check out the sights and smells isn't the way to go anymore, and many of us are looking for the quickest shopping experience possible without sacrificing quality.

QUICK ORDERS, CURBSIDE AVAILABLE

To serve that need, last month Willy Street Co-op brought you the ability to place quick orders from the Deli right from our website and pick them up at the front of the store or have them delivered curbside. We are partnering with the mobile service ChowNow, already familiar in Madison in a number of local restaurants. Without a separate app or any other steps, you can shop the Deli and complete payment for your order before arriving, then indicate to us whether you'd prefer a quick pickup at customer service, or curbside

pickup. We'll let you know when you can pick up as soon as you submit your order.

OPENING MENU

Our opening menu includes a handful of favorite Deli sandwiches, with an add-on meal option featuring Kettle Chips, fresh fruit, and Blue Sky sodas, meal boxes from our Production Kitchen including Red Curry Tofu and Cilantro-Lime Rice, Roasted Vegetable Lasagna and Garlic Bread, and BBQ Pork and Rosemary Roasted Potatoes. We'll also make fresh juices and bakery available to round out the meal, whether lunch or dinner, and make it possible to shop for a few meals at a time, as you like.

Starting this month, we'll also be making some seasonal foods like roast turkey and sides, and the full selection of holiday pies, available through the service. If you are looking for a quick way to serve a small group without a time-consuming trip to the store, consider placing an order for either a full meal or saving a signature side dish for yourself while you leave the rest to us.

STARTING SMALL

While this service won't be like shopping the store in every way—we are starting fairly small to make sure the menu is carefully handled and delivered to you when we get it going, and patronage benefits aren't applied in the payment method used—we are excited to be able to give you the same high-quality fresh foods you've always shopped in a much faster and more convenient way.

MENU ADDITIONS

Please keep an eye out for additions to the menu as we continue through fall and winter 2020. As always, your feedback on what you want to buy helps us so much in this. We hope you will enjoy this new service and stay safe and well!

TO SEE THE MENU, DOWNLOAD THE FREE CHOWNOW APP OR GO TO WILLYSTREET.COOP/CURBSIDE TO FIND THE LINK TO THE MENUS.

THANKSGIVING HOURS

Thanksgiving Day,
November 26:
Open 8:00am-
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FOOD NEWS

It's Slow Cooker Time!



by **Jeremy Johnson,**
Meat &
Specialty
Category
Manager

Now that fall is here and the weather is getting colder, it's time to pull out the slow cookers. Here are some of my family's favorite recipes.

CRANBERRY BUTTER

2 12-oz. bags of

cranberries, rinsed
1 c. packed brown sugar
1 whole cinnamon stick
1 c. apple cider

Directions: Put all the ingredients in a crockpot and stir to combine well. Turn on high. Let it cook for about 2 hours or until the cranberries are soft.

Remove the cinnamon stick and purée the mixture in a food processor. Do this in two batches. Be careful as the mixture is hot. I cover the top opening of the machine with a dishcloth. Let the machine run for a full minute to purée the cranberries very finely.

Force the cranberry puree through a mesh sieve or strainer. Push forcefully with the back of a spoon to get as much cranberry puree as you can. Discard the solids.

Pour the puree back into the crockpot. Turn the crockpot to high, and leave the lid open. Cook until thickened, approximately another 2 hours, stirring occasionally.

Put the cranberry butter into clean jars with tight-fitting lids and let cool. Store in the refrigerator and consume within a month.

CHICKEN AND KALE SOUP

3 bone-in chicken thighs, skin removed
salt and pepper
1 Tbs. olive oil
1 medium onion, chopped
4 medium carrots, chopped (about 2 cups)
5 cloves garlic, minced
28-oz. can diced tomatoes, undrained
2 15-oz. cans great northern beans, drained and rinsed
1 tsp. salt
1/2 tsp. pepper
2 tsp. Italian seasoning
8 c. chicken broth
one rind of Parmigiano Reggiano cheese
6-8 c. kale, chopped into bite-size pieces
Parmigiano Reggiano shavings

Directions: Heat a large skillet over medium-high heat. Remove the skin from the chicken and salt and pepper well. Add the olive oil to the

hot skillet. When it starts to shimmer, add the chicken. Sear well for 1-3 minutes, then flip and sear the other side until brown.

Add the seared chicken, onion, carrots, garlic, diced tomatoes, white beans, salt, pepper, Italian seasoning, chicken broth, and Parmesan rind to a 6-7 quart crockpot. Cook on low for 7-8 hours, or on high for 3-4 hours.

Remove the chicken and shred, discarding bones. Return to the crockpot. Add 6-8 cups of chopped kale, cover, and cook for another 10-20 minutes. Serve with lots of Parmesan shavings and crusty bread!

BEER CHEESE SOUP

2 Tbs. olive oil
2 slices bacon
1 small onion, diced
2 celery stalks, chopped
2 carrots, peeled and chopped
1 garlic clove, minced
1 1/2 Tbs. all-purpose flour
2 c. chicken or vegetable broth
2 tsp. Worcestershire sauce
1/2 tsp. black pepper
1/4 tsp. salt
1 12 oz. bottle Oktoberfest seasonal beer or hard, dry cider
1/2 c. half & half
2 c. extra sharp cheddar cheese, grated

Directions: Heat the oil in a small skillet and sauté the bacon, onion, celery, carrot and garlic for 2-3 minutes. Stir in the flour and transfer mixture to the slow cooker. Stir in the chicken broth, Worcestershire sauce, pepper, salt and beer/cider.

Cover and cook on low for 6 hours or high for 2-3 hours. Remove the lid and stir in the cheese until melted then the half & half.

VEGAN JAMBALAYA

1 Tbs. olive oil
1 green bell pepper, diced
2 celery stalks, diced
1 medium onion, diced
3 garlic cloves, minced
1 1/2 c. diced tomatoes (about 3 tomatoes or a 14 ounce can)
4-5 c. vegetable broth
2 Tbs. paprika
2 Tbs. ground cumin
2 tsp. ground black pepper
1 tsp. dried thyme
1 tsp. dried oregano
2 tsp. cayenne pepper hot sauce (adjust to heat preference)
2 c. long-grain brown rice
1 3/4 c. cooked or one 14 oz. can red kidney beans, drained
2 c. chopped vegan sausage optional (I like Field Roast brand).

Directions: Place oil, pepper, celery, onion, garlic, tomatoes, 4 cups of broth, paprika, cumin, black pepper, thyme, oregano, and hot

sauce into slow cooker set to low heat. Cover and cook for 4-5 hours, stirring occasionally.

Add the rice and raise the heat to high. Stir, cover, and cook for another hour to an hour and a half, stirring occasionally, until rice is

tender and all liquid is absorbed. Add more broth if the rice becomes too dry during cooking.

Add beans and sausage. Stir and cook another two minutes or so, until beans and sausage are heated throughout.



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SOUL BREW KOMBUCHA

Milwaukeean Alesia Miller was looking to swap sugary sodas out of her diet and discovered she really enjoyed brewing and sipping kombucha. After sharing her drinks with others, she launched Soul Brew on Valentine's Day of 2019, becoming Milwaukee's first Black-owned, woman-owned kombucha business!

As of this writing, find Ginger Peach, Teacher's Aid (an immune-

building and mucus-releasing blend of elderberry, hibiscus and cinnamon), and Cherry Bomb at all stores. East and North carries their Fruit Punch, and East and West carry Black Lives Matter—"Integrated flavors of Blueberries, Lemonade, and Mango creates a strong statement with a sweet refrain." Varieties may vary by location over time. Formulated for ultimate health and enjoyment. Learn more by liking and following @MySoulBrew on Instagram.



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Pipcorn Cheddar Cheese Balls
Tortilleria Zepeda Organic Red Flint Corn Tortillas
Mrs. Anderson's Silicone Bakeware Muffin Pan, Mini Muffin Pan, Cake Pan (square or round), Loaf Pan
Pacha Soap Avocado Bath Bomb
Trace Minerals Zinc + Vitamin C Chewable 60 ct
Hand in Hand Hand Soap: Cactus Bloom, Citrus Grove, Sea Salt Sweet Mint & Eucalyptus
American Provenance Hand Sanitizer: Lavender, Lemongrass, Unscented 3.3 fl oz.

AVAILABLE AT WEST

Nando's Garlic Peri Peri Sauce
Nando's Lemon Herb Peri Peri Sauce
Kerrygold Garlic Herb Butter
Miyoko's Creamery Cultured Farmhouse Cheddar Block
Miyoko's Creamery Cultured Pepper Jack Block
Upton's Naturals Vegan Hot Dogs
Junket Rennet Tabs
Pacific Cream of Cauliflower Condensed Soup
Tortilleria Zepeda Organic Red Flint Corn Tortillas
Mrs. Anderson's Silicone Bakeware Muffin Pan, Mini Muffin Pan, Cake Pan (square or round), Loaf Pan
Pacha Soap Avocado Bath Bomb
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Trace Minerals Zinc + Vitamin C Chewable 60 ct
Hand in Hand Hand Soap: Cactus Bloom, Citrus Grove, Sea Salt Sweet Mint & Eucalyptus
American Provenance Hand Sanitizer: Lavender, Lemongrass, Unscented 3.3 fl oz.

AVAILABLE AT NORTH

Bear Naked Cacao Cashew Butter Granola
Nature Valley Cranberry Almond Granola
Nature Valley Oats & Dark Chocolate Granola
Nature Valley Oats N Honey Granola
Paeonola Chocolate Fix Granola
Paeonola Maple Pancake Granola
Paeonola Original Granola
Paeonola Piña Colada Granola
Stonefire Italian Pizza Crust
Stonefire Thin Pizza Crust
Greenbush Bakery Donut Shop Blend Coffee
Greenbush Bakery Italian Blend Coffee
Pipcorn Cheddar Cheese Balls
Pacific Cream of Cauliflower Condensed Soup
Tortilleria Zepeda Organic Red Flint Corn Tortillas
Silver Star Nutrition Whey Protein Isolate: Sugar-Free; Vanilla, Chocolate
Mrs. Anderson's Silicone Bakeware Muffin Pan, Mini Muffin Pan, Cake Pan (square or round), Loaf Pan
Pacha Soap Avocado Bath Bomb
Elope CBD Chocolate Melts
Trace Minerals Zinc + Vitamin C Chewable 60 ct
Hand in Hand Hand Soap: Cactus Bloom, Citrus Grove, Sea Salt Sweet Mint & Eucalyptus
J.R. Liggett's Dog or Cat Bar Shampoo
American Provenance Hand Sanitizer: Lavender, Lemongrass, Unscented 3.3 fl oz.
Folkmanis Hand Puppets

Health & Wellness

co-op deals: November 4-17



Floradix
Iron + Herbs
Liquid Supplement
Original, Gluten Free!
8.5 fl oz • Save \$11

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All Kinds on Sale!
30 fl oz • Save \$4

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Natural Ultra Pads

14 pc • Save \$1

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Mineral Fusion
Cosmetics

All Kinds on Sale!

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15% off

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Tera's Whey
rBGH-Free Whey Protein Powder

Plain, Bourbon Vanilla, Dark Chocolate
12 oz • Save \$4.50

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coop deals

Pranarom
Diffusion Blends

All Kinds on Sale!

.17 fl oz • Save \$3

\$6.99/tx

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Dr. Bronner's
Toothpastes

All Kinds On Sale!

5 oz • Save \$1

\$3.99/tx

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Dr. Formulated
Advanced Omega

60 ct • Save \$4

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Aura Cacia
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Eucalyptus, Citrus, Lavender,
Peppermint

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\$10.99/tx

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MegaFood
MegaFlora

90 cap • Save \$20

\$43.99/tx

coop deals



co-op deals: November 18-December 1



Natrol
Melatonin 3 mg Time Release

100 tab • Save \$3

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coop deals



Shikai
Everyday Shampoo

12 fl oz • Save \$2.50

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Gaia
Everyday Elderberry Gummies

40 ct • Save \$5

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Powdered Mushrooms

All Kinds on Sale!

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Mrs. Meyers
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All Kinds on Sale!

12.5 fl oz • Save \$2

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Ricola
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All Kinds on Sale!

19-24 pc • Save \$1.30

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Seventh Generation
Ultra Thin Regular Pads

18 pc • Save \$1.50

\$3.49/tx

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Similasan
Eye Drops

All Kinds on Sale!

.33 fl oz • Save \$1

\$9.99/tx

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W. S. Badger
Jumbo Lip Balms

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Peppermint

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Nutrigold
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Yogi Organic Boxed Tea

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Flavorganics Organic Baking Extracts

All Kinds On Sale!
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Forager Project Organic Cashewgurt

All Kinds On Sale!
5.3 oz • Save 58¢/2

2 for \$3



Dr. Bronner's Organic Coconut Oil

Whole Kernel, White Kernel
14 oz • Save \$3.50

\$6.99

Drew's Organic Salad Dressings

All Kinds On Sale!
12 oz • Save \$1.30

\$2.99

Arrowhead Mills Buttermilk Pancake and Waffle Mix

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Kevita Probiotic Drinks, Tonics, Kombuchas

All Kinds On Sale!
15.2 oz • Save 98¢/2

2 for \$5/tx

R.W. Knudsen Organic Apple Juice

32 oz • Save \$2

\$2.49

Mountain Valley Spring Water

Still, Sparkling
33.8 fl oz • Save 64¢

\$1.65



Cascadian Farm Organic Frozen Fruit

All Kinds On Sale!
8-10 oz • Save \$1.49

\$3.00

Amy's Frozen Lasagnas

All Kinds On Sale!
9-10.3 oz • Save \$1.80

\$3.99

California Olive Ranch Everyday Extra Virgin Olive Oil

16.9 fl oz • Save \$2

\$8.99



Blake's All Natural Pot Pies

All Kinds on Sale!
8 oz • Save \$1.30

\$4.49

King Arthur Flour All-Purpose Unbleached Flour

80 oz • Save \$2

\$4.49

Theo Organic Chocolate Bars

All Kinds on Sale!
3 oz • Save \$1.98/2

2 for \$5/tx



Nature's Path Instant Oatmeal 8-Pack

Original, Flax Plus, Apple Cinnamon
14 oz • Save \$1.80

\$2.99

Bionaturae Organic Durum Semolina Pasta

Spaghetti, Penne Rigate, Fusilli
16 oz • Save \$1.58/2

2 for \$4

Back To Nature Crackers

Organic Stone Ground Wheat,
Crispy Wheat, Harvest Whole Wheat,
Classic Round

6-8.5 oz • Save 99¢

\$3.00



Pacific Organic Free Range Chicken Broth

Regular, Low Sodium
32 fl oz • Save \$1

\$3.49

Stonyfield Organic Whole Milk Yogurt

Plain, French Vanilla, Banilla
32 oz • Save \$1

\$3.49

Organic Valley Organic Ultra-Pasteurized Grass-Fed Whole Milk

64 fl oz • Save 80¢

\$4.99



Wholesome Sweeteners Organic Brown Sugar

Light, Dark
24 oz • Save \$1.50

\$3.99

Natural Sea Light Chunk Tuna

5 oz • Save \$1

\$2.79

Kite Hill Ravioli

Spinach, Mushroom
9 oz • Save \$2

\$5.99



The specials on this page are valid November 4-17

All Specials Subject to Availability. Sales Quantities Limited.

NOVEMBER

co-op deals: November 18-December 1



Organic Valley
Organic Egg Nog
32 oz • Save 50¢
\$3.99

Immaculate Baking Company
Flaky Biscuits
16 oz • Save \$1.30
\$2.99

Evolution Fresh
Organic Orange Juice
59 fl oz • Save \$2
\$6.49



Blue Diamond
Artisan Nut Thins
All Kinds On Sale!
4.25 oz • Save \$2.58/2
2 for \$5

Four Sigmatic
Mushroom Coffee
Lion's Mane, Cordyceps
10 ct • Save \$3
\$8.99/tx

Farmer's Market
Organic Canned Pumpkin
15 oz • Save \$1.98/2
2 for \$4



Ripple
Plant-Based Milk
All Kinds On Sale!
48 oz • Save \$1
\$3.29

Beyond Meat
Breakfast Sausage Patties
Classic, Spicy
8 oz • Save \$1.30
\$3.99

Alden's
Organic Ice Cream
All Kinds On Sale!
48 oz • Save \$3.50
\$5.99



Wholly Wholesome
Gluten-Free Frozen 9" Pie Shells
2 pc • Save \$1
\$4.99

Better Life
Sage & Citrus All-Purpose Cleaner
32 fl oz • Save \$1
\$3.99/tx

Cascadian Farm
Organic Frozen Vegetables
Sweet Corn, Broccoli Cuts, Garden Peas, Cut Green Beans
16 oz • Save \$1.58/2
2 for \$5



Woodstock
Organic Whole Cranberry Sauce
14 oz • Save \$1.30
\$2.99

So Delicious
Coco Whip
9 oz • Save \$1.30
\$3.49

Earth Balance
Vegan Buttery Spread
All Kinds On Sale!
13-15 oz • Save 50¢-80¢
\$3.99



Bragg's
Organic Apple Cider Vinegar
16 oz • Save \$1
\$2.99

Bob's Red Mill
Organic Gluten-Free Oats
All Kinds On Sale!
28-32 oz • Save \$1.80
\$5.99

Imagine
Organic Broth
All Kinds On Sale!
32 oz • Save \$3.58/2
2 for \$5



Tofurky
Vegetarian Roast
26 oz • Save \$3.50
\$9.99

If You Care
Unbleached Coffee Filters
Size 2, Size 4
100 ct • Save 80¢
\$2.99/tx

Canyon Bakehouse
Gluten-Free Bread
18 oz • Save \$1.30
\$4.49



Field Roast
Hazelnut Cranberry Roast En Croute
8 Servings!
32 oz • Save \$5
\$13.99

Maya Kaimal
Everyday Dal
All Kinds On Sale!
10 oz • Save \$1.49
\$3.00

Kalona Supernatural
Organic Sour Cream
16 oz • Save 80¢
\$2.99



The specials on this page are valid November 18-December 1
All Specials Subject to Availability. Sales Quantities Limited.

Holiday Offerings



willy street
co-op



Turkey Options

Pre-order Turkeys: www.willystreet.coop/holidayofferings
Available open-stock in-store by Saturday, Nov. 21 if not before.

Bell & Evans Organic Fresh Turkey

ORIGIN: Fredericksburg, Pennsylvania
Fresh, organic free-grazing turkey, fed an organic meal.

10-12lb: \$72
12-14lb: \$84
14-16lb: \$96
16-18lb: \$108
18-20lb: \$120
20-22lb: \$132
22lb+: \$140

Ferndale Market All-Natural Fresh Turkey

ORIGIN: Cannon Falls, Minnesota
Free-range turkey, fed on a corn- & soybean-based meal.

10-12lb: \$28
12-14lb: \$33
14-16lb: \$38
16-18lb: \$43
18-20lb: \$48
20-22lb: \$53
22-24lb: \$58

Turkeys are available for pre-order

Sat., Nov. 1st -
Tues., Nov. 16th
while supplies last

We cannot guarantee exact weights, but we do guarantee pre-ordered turkey will be within the weight range ordered. The earlier you pick up your turkey, the closer we can get to your exact preferred weight.



Pick up between Saturday, Nov. 21st and Wednesday Nov. 25th. Curbside pick-up is available these days 2:30pm-6:30pm; outside of those times, turkeys can be picked up in the store.

Pie Options

Pre-order Pies:
www.willystreet.coop/holidayofferings



**Local Door County
Cherry Pie
\$18.49/ea**
With Door County tart cherries.



**Pecan Pie
\$19.99/ea**
Made with US-grown pecans.



**Local Apple Pie
\$19.49/ea**
Apples from Sunrise Orchards Gays Mills, WI.
Vegan/made without gluten for \$19.99/ea



**Pumpkin Pie
\$18.49/ea**
Made with organic pumpkin.
Vegan/made without gluten for \$19.99/ea



Our Production Kitchen uses local eggs and butter, plus local produce when we are able. All pies use Wholly Wholesome crusts. Pumpkin pies and local apple pies available as vegan/made without gluten.

Deli Options



We will have a variety of Deli Grab & Go scratch-made Thanksgiving foods available both in the store and for curbside pick-up.
To order for same-day curbside pick-up, see www.s.coop/pickup or look for us on the ChowNow app. Limited quantities will be available.



willy street
co-op



Meatless Options

Field Roast Hazelnut Cranberry En Croute Roast, 32 oz

On sale for \$13.99, save \$5.00
9/30/20-12/29/20. **AVAILABLE FOR PRE-ORDER**

Field Roast Vegan Grain Meat Celebration Roast, 32 oz

On sale for \$12.49, save \$4.50
9/30/20-12/29/20.
Available at Willy East only

Field Roast Vegan Grain Meat Celebration Roast, 16 oz

On sale for \$5.49, save \$2.00
11/18/20-12/1/20

Gardein Savory Stuffed Turk'y, 16 oz

On sale for \$6.99, save \$1.50
9/30/20-12/29/20
Available at East & North

Gardein Holiday Roast with Stuffing and Gravy, 40 oz

On sale for \$13.99, save \$4.00
9/30/20-12/29/20

Quorn Turk'y Roast, 16 oz

On sale for \$6.99, save \$1.30
9/30/20-12/29/20
Available at North & West (not vegan)

Turtle Island Foods Tofurky Vegetarian Roast, 26 oz

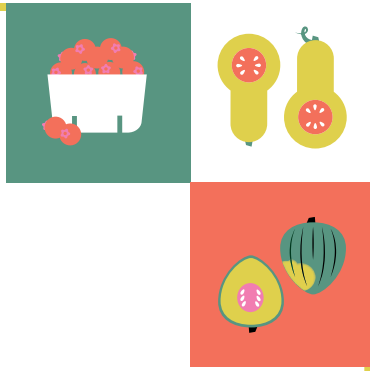
On sale for \$9.99, save \$3.50
9/30/20-12/29/20. **AVAILABLE FOR PRE-ORDER**

Turtle Island Foods Veggie Ham Roast, 19 oz

On sale for \$9.99, save \$3.50
9/30/20-12/29/20

Pre-order Meatless Offerings:
www.willystreet.coop/holidayofferings

CURBSIDE PICK-UP OPTIONS



Staple Boxes

We may substitute similar products based on supply.

Thanksgiving Omnivore

Staple Box \$50.00

100% Local & Organic Ruesch cranberries (1 pint), 100% Local & Organic Wisconsin Grower's Co-op Beaugard sweet potatoes (2lb. bag), 100% Local & Organic gold potatoes (5lb. bag), Organic celery (1 bunch), 100% Local & Organic New Traditions Homestead yellow onions (3lb. bag), 100% Local & Organic Thimmesch Family Farm Brussels sprouts (2lb.), Locally prepared Origin Bread stuffing cubes (12 oz.), Field Day organic chicken broth (32 oz.), Essentially Local Westby salted butter (16 oz.), 100% Local Sassy Cow heavy cream (16 oz.), Locally Prepared Lovefood Farm Fresh Herb Mix (.75 oz).



Thanksgiving Vegan/Vegetarian

Staple Box \$50.00

100% Local & Organic Ruesch cranberries (1 pint), 100% Local & Organic Wisconsin Grower's Co-op Beaugard sweet potatoes (2lb. bag), 100% Local & Organic gold potatoes (5lb. bag), Organic celery (1 bunch), 100% Local & Organic New Traditions Homestead yellow onions (3lb. bag), 100% Local & Organic Thimmesch Family Farm Brussels sprouts (2lb.), Locally prepared Origin Bread stuffing cubes (12 oz.), Field Day organic vegetable broth (32 oz.), Earth Balance vegan buttery sticks (16 oz.), TRUWhip vegan whipped cream (9 oz.), Locally Prepared Lovefood Farm Fresh Herb Mix (.75 oz).



La Riojana Fairtrade Wine Box \$22.00 +tx

Riojana Cabernet Sauvignon
Riojana Malbec
Riojana Chardonnay



Turkeys, Meatless Entrees, and Pies are also available for Curbside Pick-Up!

See those options on page 14.

TO ORDER GO TO www.willystreet.coop/boxes

Orders can be placed from Sunday, Nov 1 through Monday, November 16th. Except for Food Share payments, all preorders must be prepaid online. Supplies are limited, so order soon to secure your order!



**Instead of Wellness Wednesday,
we are offering a Wellness Any
Day Virtual Coupon!**

willy street co-op Owners

GET 10% OFF

Wellness or Bodycare products

on any one transaction they choose
during the month of November.

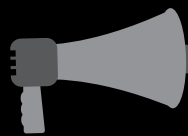
No paper coupon needed!

Discount can only be used one time 11/1/20-11/30/20 per Individual or Household Owner account. Coupon will not work again on an Owner account after being used; please plan your purchases accordingly. Not valid for online orders. No cash value.

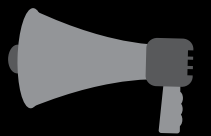


Just tell the cashier at check out that you would like to use this virtual coupon.

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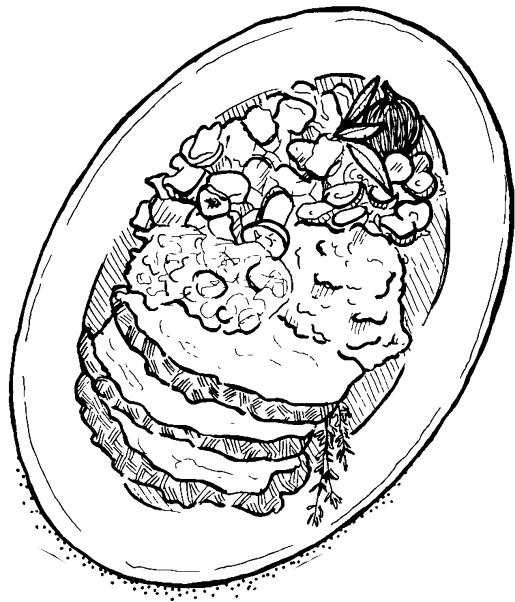
Call 608-237-1230 or email
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more information or to place your
reservation.

willy street co-op



**THIS MONTH: Virtual
Wellness Any Day
coupon. See ad on this
page for details.**

**THANKSGIVING HOURS
Thanksgiving Day, November 26:
Open 8:00am-2:30pm**



A Cooperative Thanksgiving

by Ben Becker, Newsletter Writer

As the striking colors of autumn fall from the trees and swirl in the chill winds, we continue to walk through a world where masked faces amid these apple cider days have simply become something normal. Yet as time goes on and nature goes on with its ritual dance, nothing looks quite the same as it used to. The already stressful planning that came with holiday preparation may be enhanced with further concerns about how to get the supplies for our November feasts. On a deeper level, the times we live in may call into question what we have to be thankful for.

Even with the COVID-19 restrictions, this Thanksgiving can still be an opportunity for celebration. For lovers of this rather food-centric day of the year, there is still the chance to fill your plates and sit down to share with those in our own inner circles. In recognition of the challenges folks will be facing this year, Willy Street Co-op staff are working hard to adapt to the times and do all they can to make sure that whatever size meal you are cooking up, you can get your hands on it as conveniently and safely as possible. “It is really our time to shine because Thanksgiving is a very food-based holiday,” says longtime cashier Jesse Thurber. “Staff really do really enjoy Thanksgiving even though it is a busy and stressful time.” In the middle of a chaotic world, Jesse still finds ways to reflect on what this community-centric grocery store still provides “We are all thankful that we are still open and still working and have a place to go every day.”

PREPARED FOODS SHOPPING

As the Co-op’s employees are putting their minds and muscles to work to provide safe and convenient ways to set your Thanksgiving table this year, our Production Kitchen and Prepared Foods department are designing their offerings to make the prospect of preparing your feast less daunting, especially as your normal gather-

ing plans may be altered due to COVID.

In planning to ramp up holiday meal preparation, Kitchen Director Nicholas O’Connor and Prepared Foods Category Manager Josh Perkins are looking forward to discovering what Owners’ guest lists might look like. While in more normal years, where travel and large gatherings would be considered safe, many Thanksgiving celebrants might have been able to expect a large inclusive table complete with dishes prepared by all. “We might see a lot of folks who are doing their first Thanksgiving on their own,” says Nicholas, noting that their goals are to prepare for uncertainty while meeting demand. “We are not sure how demand in COVID times is going to be. We want to be able to have products for our customers for what they need and what they want.”

In order to respond to the customer needs and logistics in the midst of safety concerns, the Prepared Foods department is shifting away from the catering services the Co-op has offered in prior years toward options that can be quickly purchased either in-store or through online ordering. Your Co-op staff wants to be conscious of the pressure on customers to prepare more meals for fewer guests. To this end, if you are looking to lighten your culinary load, our Thanksgiving packages are designed to feed two to three people, depending on how many sides you like, and your appetite. This should help small family gatherings avoid overdoing it on the cooking. They are also designed to be scalable so bigger groups can multiply their helpings or just save some for leftovers. These packages will include staples such as Oven-Roasted Turkey sourced regionally from Ferndale Farms in Minnesota, Green Bean Casserole, and Mashed Potatoes or Stuffing (with or without the gluten!). Don’t forget to add some new or favorite flavors with individually sized containers of Butternut Beet Hash, Potato Corn Chowder, Rosemary Carrots, and of course Cranberry Sauce and

Gravy. Supply of all of these items will be limited.

In developing this menu, Nicholas and Josh have made some great epicurean innovations, taking particular pride in the Roasted Root Vegetables and a new turkey recipe. “We worked together to do a different brining process for our turkey this year creating a great color on the skin,” states Josh, referring to this convenient centerpiece. “Also I am a longtime fan of Potato Corn Chowder and I think it would make a great addition to the holiday table.”

LOCALLY SOURCED

The Co-op’s Purchasing department is working hard to ensure that dishes on your table are sourced from local producers. Josh wants Owners to know “how much effort goes into making sure we are sourcing ingredients that are local and are the best quality they possibly can be.” These locally prepared packages are just about as close to the traditional home-made meal as you can get without making everything from scratch in your own kitchen.

STAPLE BOXES

Willy Street Co-op’s Prepared Foods is not the only department working on alternative offerings this month. For those looking for fresh, local ingredients to use in their own family recipes, keep an eye out for staple boxes containing many of the items you might need. In responding to the COVID-19 pandemic, our staff has been preparing staple boxes throughout the past month highlighting local fruits and vegetables, making it easy for Owners to get food quickly and easily without exposure to the risks that come with shopping indoors. This month, staple boxes are being updated just in time for the season and include cranberries, Brussels sprouts, celery, and potatoes grown from local farms along with other ingredients you’ll want to stock your cupboard with before preparing this holiday feast. In addition to the staple box, we will also have wine boxes featuring Fair Trade vintages.

TURKEYS

While Co-op shoppers can still expect to have turkeys available for pre-order, there will be a few changes to the process from prior years. One major shift will be how our Co-op prices turkeys to order. While in years past, turkeys were priced by their actual weight, with the cost per pound being applied to calculate the final price when the bird is placed on the scales, this year our meat departments will switch to a more simplified approach, where you can purchase your poultry by the unit. In order to offer this, turkeys will be categorized by two-pound increments of weight. Customers can order turkeys between 10 and 12 pounds, between 12 and 14 pounds, and so on all the way up to a 24 pound and above bird, at which weight all sizes above would cost the same. This new by the unit system is designed to favor customers as the advertised price per bird will ensure that they receive a guaranteed minimum weight of turkey upon pickup. Check out page 14 of this newsletter for more details!

While the pricing structure is being revamped, ensuring we have the optimum stock of birds to satisfy customer needs is still not an exact science. When ordering our turkeys from the suppliers in advance, our Meat Managers work hard to carefully plan around what customer demand will be come November. This year, we anticipate the same sales trends that

**TO ORDER FOODS FOR
THANKSGIVING, GO TO
WILLYSTREET.COOP/
CURBSIDE**

our Kitchen and Prepared Foods departments are predicting. We are focusing more on smaller birds and greater quantities that can feed a greater number of more intimate gatherings.

Unfortunately, in order to procure the best quality free-range and organic birds means dealing with the uncertainties inherent in

raising a living animal in the most natural way possible. As a result, there is no way to guarantee that the turkey stocks we plan for will be exactly the same as the ones that show up in November. With this in mind, there are a few things you can do to ensure that you have what you are counting on. First, pre-order the turkey size you want as early as you can to ensure your bird is reserved. Second, show up as soon as you can to pick up your order, as our stock will be more plentiful and more likely to match your request. You will also have more convenient pick-up options if you want to grab your order more quickly and safely. This year, curbside pickup will be available for Owners with turkey pre-orders so that you can get in and out without even leaving your car. If planning in advance is just not your style, you are not out of luck, though. Check with our helpful Meat department staff to see what open-stock we have available, and keep in mind that if you just want a small helping of white meat to supplement your sides, we usually have turkey breasts on hand to meet your needs.

This Thanksgiving just might not feel the same. For many of us, the best thing about Thanksgiving is having the opportunity to connect with family members who we don't often see, or to socialize with buddies at a "Friendsgiving" gathering. While physical interactions might be reduced, it doesn't mean you can't enjoy the company. For many folks, the past eight months have included mastering various forms of online meeting technology, allowing us to stay in touch both at work or in our personal lives. If you don't mind the camera, this might be a nice way for your parents to walk you through that secret family stuffing recipe.

QUALITY TIME

For those who are usually in charge of tracking the football scores and not whipping up potatoes, this year might be the chance to put the culinary stylings of you and yours to the test. For families looking to spend some quality time together away from the everyday distractions, cooking up that big feast might be just the ticket.

The experiences young people have in food prep not only give them a chance to expand their horizons and tastes but to develop skills and independence that will serve them in life. One way to do this is to encourage tasting as you cook. It not only helps to build culinary instincts but to introduce something new to the pallet of picky eaters. Another great strategy is to involve your teens and preteens in planning the day's menu. Let everyone decide on at least one dish; it could be a family classic that is always enjoyed year

after year or maybe something new and bold. Encourage your youth to take on preparing and cooking their selection, which can give them a sense of ownership in the meal.

If your people aren't quite ready to hold a knife or boil water safely, they can still be involved. Look for art projects like creating a centerpiece or making hand turkeys, which little ones can make safely and take pride in. The more ways you can get everyone involved, the more memorable your Thanksgiving day is likely to be. For many of us, cooking is a way to express care and affection for others, so participation can not only mean fond memories of time spent together, but also creating a means of development as our worlds expand beyond home.

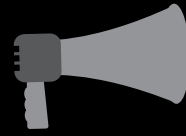
WHAT TO BE THANKFUL FOR?

In a time where the pandemic weighs heavily on our minds, giving thanks might seem a challenge. Finding room for gratitude might seem a bridge too far when the ritual gatherings of family and friends we count on have been disturbed, not to mention our other holiday traditions. One touchstone of this harvest festival is that it is a quintessentially American holiday and one which unites fellow Americans from all corners and walks of life in shared practices. Although this heritage carries with it the burdens of controversy and myth-making, the celebration of community and the recognition of our table of plenty stand as cornerstones of the American experience, as much as is reckoning with the history we share as a people.

On perhaps a deeper level than our national identity, giving thanks is perhaps a practice of humility, by which we observe what is most fundamental in our lives. Though we may not always eat well, we are by-and-large a people who are well-fed, and in this holiday centered upon the dining table, we can remember that there are many absent who still go hungry. Or, we might observe with gratitude the our health and that of those around us while we hope for the recovery of others.

As many businesses suffer under economic stress, we may count ourselves lucky to have a warm, safe home to go to or a paycheck we can count on. As many of us are privileged with the benefit of time off to relax and reconnect with loved ones, we may remember that there are those for whom this sacred Thursday is just another day at work, and perhaps a stressful one at that. In this spirit we might choose to forego the rituals of after-Thanksgiving shopping and to instead acknowledge that Thanksgiving is not truly a time of year to say what more do I need, but what all do we truly share.

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GS3359 10/9/2020

THANKSGIVING HOURS
Thanksgiving Day, November 26:
Open 8:00am-2:30pm

Support Double Dollars, Support Food Security in Your Community



by **Kirsten Moore,**
Cooperative Services Director

With the blink of an eye, holiday season has arrived, and so has Double Dollars Season at the Co-op. That means it's time to remind you how Double Dollars works and how you can provide support for this very important program. Support Double Dollars

between now and December 31, and your support also helps our partner food pantries! Read on to learn more.

DOUBLE DOLLARS CELEBRATES FIVE YEARS AT THE CO-OP

It's hard to believe five years have gone by since we first talked with the City of Madison about introducing Double Dollars in a retail setting, but here we are, and keeping Double Dollars alive and at the Co-op is all thanks to you and your support.

Starting October 1 we began accepting Co-op Double Dollars vouchers customers received last year, and from October 20 to March 9 Double Dollars will continue to be distributed at all retail locations on Double Dollars Tuesdays. Customers who use their FoodShare/QUEST (SNAP) benefits when they shop will be eligible to receive Double Dollars vouchers for every \$5 they spend on their EBT card, up to \$20. The vouchers can be used at any Co-op retail location, any day of the week, during business hours from October through May (unused vouchers can be saved for the following October). Co-op Double Dollars vouchers are good for any item in our Produce department; canned and frozen fruits, vegetables, and legumes; and seeds and seedlings for edible plants to grow in your garden.

Double Dollars is a City of Madison and Dane County program

administered by the Community Action Coalition for South Central Wisconsin. From late fall to mid-Spring, Double Dollars are available at the Co-op and from June to late fall, Double Dollars are available at participating farmers' markets while funds last.

DOUBLE DOLLARS ARE AVAILABLE AND REDEEMABLE VIA SHOP.WILLYSTREET.COOP

Some of our customers are not able to shop the Co-op in-store due to COVID-19 and for that reason, we are also offering Double Double Dollars through our e-commerce program. Given that we have only a limited number of delivery and pickup slots available on Tuesdays, shoppers using their FoodShare/QUEST EBT card to pay for a delivery or pickup scheduled on shop.willystreet.coop will instead be eligible to receive Double Dollars vouchers any time they receive an order between October 20 and March 9. Co-op Double Dollars vouchers that customers already received may also be redeemed for purchases via shop.willystreet.coop any time through the end of May. Please leave a comment on your order when you check out if you would like to redeem Co-op Double Dollars vouchers that you have on hand.

FOODSHARE USAGE IS UP STATEWIDE, DOUBLE DOLLARS MAKES A DIFFERENCE

According to a September, 2020 report from the nonprofit Wisconsin Policy Forum, Wisconsin FoodShare benefits recipients have increased by 19% and households participating in the program have increased by 21% over last year. In fact, more FoodShare benefits are currently being distributed to benefits participants statewide than in any other year the Co-op has participated in the Double Dollars Program. Increases in FoodShare participation are directly attributed to the COVID-19 pandemic and

its impact on the economy. The Wisconsin Policy Forum report indicates that food insecurity in our community may continue to rise depending on the future state of the economy and public health. As Double Dollars is a matching program for those participating in the Wisconsin Foodshare Program, Double Dollars continues to make a significant difference in the food budgets of those who use their benefits at the Co-op and local farmers' markets. Every time a FoodShare participant can redeem Double Dollars, they can save the funds on their EBT card for other important food purchases, and stretch their food budgets further.

DOUBLE DOLLARS IS A COMMUNITY PROGRAM, YOUR CONTRIBUTIONS MAKE A DIFFERENCE!

Double Dollars continues to demonstrate its value to our community, and now more than ever your support is needed. Funding for the Double Dollars program is currently 100% reliant on donations and contributions for the vouchers alone, and total demand for the program at both the Co-op and the farmers' markets continues to outpace current funding streams.

The Co-op started the Double Dollars Fund three years ago and since then we have contributed just over \$236,000 to Double Dollars all thanks to our customers. Your Co-op, through your cash contributions using scan cards at the registers, and the Co-op saving money for the program each and every time you reuse grocery bags, currently remains Double Dollars' largest funder. The Double Dollars Fund supports providing all the vouchers at the Co-op, and some of the vouchers at the farmers' markets as well. If you haven't yet supported the Fund, but want to get involved, you can do so two ways: by choosing \$1, \$5, \$10, or \$25 Double Dollars Fund scan cards at the cash registers to add a cash donation to your receipt at check out, or by simply reusing bags when you shop at the Co-op. When you bring reusable bags for your shopping trip, we'll save \$0.10 to contribute to the fund, and when you reuse disposable bags for shopping, we'll save \$0.05 to contribute to the fund. All monies that go to the Double Dollars Fund

are sent to Community Action Coalition to administer the program. If you are using our E-commerce program, Double Dollars Fund contributions can be made there as well! Visit shop.willystreet.coop and search "Double Dollars" to find donation options.

Cash donations via the scan cards at our registers and donations made via shop.willystreet.coop are tax deductible.

YOU SUPPORT DOUBLE DOLLARS, WE SUPPORT LOCAL FOOD PANTRIES

Supporting the Double Dollars Fund in November and December counts double! All November and December we'll give a 1:1 match on your cash donations and bag reuse. When you make a cash donation or reuse bags to support Double Dollars, we will match up to \$10,000 of your support by providing matching funds to our five neighborhood food pantries: Goodman Community Center Fitz Food Pantry, Lussier Community Education Center, Middleton Outreach Ministry, The River Food Pantry and Wil-Mar Neighborhood Center. The match will be split five ways and provided in Co-op gift cards for the pantries to acquire fresh items that are harder to come by in the winter season. Like Wisconsin FoodShare benefits, reliance on food pantries has also increased this year due to COVID-19. So we are pleased to be able to offer this opportunity to support to our food pantry partners once again.

The Double Dollars match benefiting our food pantry partners is made possible through abandoned and donated Owner equity. When Owners leave the Co-op, their equity invested belongs to them and they are given the option to have their equity refunded or to donate it to use for charitable purposes such as this match and the Community Reinvestment Fund grants. Please join us in celebrating the generosity of our past Owners by participating in the Dollars Match program this holiday season.

WISHING YOU WELL THIS THANKSGIVING SEASON

It's no secret that Thanksgiving may look and feel different for many families this holiday season on account of COVID-19 and the uncertainties that lie ahead. For some, our gatherings may be smaller, and others may be attempting to prepare a Thanksgiving meal for the first time. Maybe the holidays are taking on different meaning for some of us and perhaps more-so than usual, we may be considering how to honor traditions with our family's health and finances in mind. Whatever the case may be, we hope we can be part of meeting your needs, we're thankful for all of our Co-op's Owners and customers, and we are so grateful to be part of this generous and supportive community. Good health and warm wishes to all of you.

In these times, having the right home for you and your family to stay safer at home is our priority. We are all in this together, we are here and we care. Be well.

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RECIPES

Roasted Chicken with Caramelized Butternut Squash

Adapted from www.devilandegg.com.

Roasting squash alongside chicken this way turns it meltingly tender, with a crisp coating, almost candy-like.

Prep 1h 30m
1/2 tsp. salt
1/2 tsp. cardamom
1 tsp. cumin
1/2 tsp. coriander
1 Tbs. lemon juice
1 chicken
2 Tbs. butter
2 lb. butternut squash
1 Tbs. olive oil
black pepper
1 c. white wine

Directions: Combine the salt, cardamom, cumin, coriander, and lemon juice in a small bowl to form a paste. Rub this mixture all over the chicken, and let sit for 1 hour. You could also do this step in the morning and refrigerate it until the evening when you're ready to cook.

Preheat the oven to 425°F. Place the chicken in a large roasting pan, and place butter underneath the skin. In a large bowl, toss the squash in olive oil and a sprinkle of salt and pepper. Arrange the squash around the chicken in the roasting pan. Roast for 30 minutes, then pour the wine over the chicken. Return to the oven and continue cooking until ready (the internal temperature of the chicken thigh should be 70°F). Remove the pan from the oven. With tongs, lift the chicken out of the pan, and tilt it so that the juices pour over the squash. Transfer the chicken to a cutting board. Toss the squash with the accumulated juices in the roasting pan, scraping up any browned bits.

Carve the chicken and serve with the squash and pan juices.

Root Vegetable Gratin with Cheddar and Horseradish Rye Crumb Crust

Adapted from *From Asparagus to Zucchini* by MACSAC

Prep 20m
1 lb. rutabaga, sliced
1 lb. sweet potatoes, sliced
1/2 lb. parsnips, sliced
2 Tbs. olive oil
1/3 c. apple cider
1 Tbs. minced garlic
salt
black pepper
3 Tbs. butter
3 Tbs. flour
1/8 tsp. ground nutmeg
2 c. milk
2 Tbs. horseradish
4 oz. cheddar cheese, shredded
1/2 c. breadcrumbs

Directions: Heat oven to 375°F. Spread vegetables in large baking dish, drizzle with olive oil and cider or wine, scatter on the garlic, sprinkle with salt and pepper to taste, and toss well. Cover the dish tightly with foil and bake 20 minutes, then remove foil and continue to roast until vegetables are brown-tipped and tender, 20-35 minutes longer. Meanwhile, make a white sauce by melting the butter in a saucepan; add the flour and cook over low heat, stirring, for 3-5 minutes. Whisk in the warm milk, bring sauce to a simmer and cook gently about 10 minutes, stirring often. Season well with salt and pepper; stir in the nutmeg, then fold in the vegetables. Transfer to a buttered casserole dish or leave in the roasting pan. Mix horseradish, cheddar and breadcrumbs with your fingers and sprinkle evenly over the vegetables. Continue to bake until bubbly, 20-30 minutes longer.

Rutabaga Custard Pie

From Harmony Valley Farm

Something different to tickle your sweet tooth!

Prep 1h
3/4 lb. rutabaga, chunked
2 pears, chopped
1 Tbs. maple syrup
1/2 tsp. coriander
1/4 tsp. ginger
1/8 tsp. nutmeg

pinch salt
2 eggs
2 Tbs. brown sugar
1 c. half and half
1 piecrust

Directions: Preheat oven to 400F. Steam or boil rutabaga chunks 20 minutes; add pears and cook 10 minutes longer. Puree together, then add maple syrup, spices and salt. In separate large bowl, beat eggs with sugar until thick. Stir in rutabaga mixture and half and half. Pour into piecrust.

Bake for 15 minutes, then reduce heat to 350°F and bake 25-30 minutes longer or until custard is set.

Roasted Parsnips and Butternut Squash

Adapted from *Gourmet Magazine*.

A dish you will remember fondly. Bright in their oranges, whites, greens and blacks, these roasted autumn vegetables with parsley and Kalamata olives contrast sweet with salty. The olives make this savory side something special.

Prep 45m
4 medium parsnips, about 1 1/4 lb., peeled, quartered, and cored
1 small butternut squash, about 1 1/4 lb., peeled, halved, and seeded
3 Tbs. olive oil
1/4 tsp. salt
1/4 tsp. black pepper
1 clove garlic, halved
12 Kalamata olives, pitted and slivered
1 Tbs. Italian or flat leaf parsley, coarsely chopped

Directions: Preheat oven to 475°F. Cut parsnips diagonally into 2 inch pieces and the squash into 1 1/2 inch slices. Further cut the squash into wedges. Toss the vegetables with 1/2 of the oil, salt and pepper thoroughly coating. Spread evenly on a lined baking sheet. Roast for about 20 to 25 minutes, turning occasionally until tender and browned. In a small saucepan, heat remaining oil and sauté garlic until sizzling. Toss roasted vegetables with garlic oil mixture, olives and parsley.

Warm Winter Vegetable Salad

Adapted from *Food & Wine Magazine*.

This healthy and flavorful salad is just the lunch or dinnertime trick. Make extra large portions and serve as a platter salad with a side of sliced baguettes and hummus. Another great thing about this recipe is that you can really use any combo of winter veggies you'd like. Not a fan of beets? Why not throw in a turnip? Can't stand carrots? Throw in some red potatoes. It's really up to you.

Prep 1h 30m
1 red onion, chopped
1 sweet potato, cubed
1 carrot, sliced
1 parsnips, cubed
1 Jerusalem artichoke, chopped
1 beet, chopped
3 Tbs. olive oil
1/3 c. walnuts, chopped
salt and pepper
1 3/4 tsp. balsamic vinegar
1 3/4 tsp. lemon juice
3/4 tsp. Dijon mustard
2 Tbs. parsley
2 oz. feta

Directions: Preheat oven to 425°F. Toss all of the root vegetables with 2 Tbs. of the oil. Salt and pepper the veggies, then roast them for about 45 minutes. Stir occasionally, until they are tender and lightly browned. While the vegetables are roasting, toast the walnuts in the oven until they are golden. This will take between 4-6 minutes, depending on your oven. You will know they are nearly done by the wonderful fragrance that will fill your kitchen. In a large bowl, whisk the vinegar, lemon juice, mustard and last bit of oil together. Gently stir in the chopped parsley and season to your liking with salt and pepper. When the vegetables are done, let them cool briefly (about 5 minutes). Add to the bowl with the dressing and toss, adding in the walnuts. Serve this beautiful salad on a platter with the feta crumbled across the top. You can serve this warm, or let it cool completely to room temperature. Garnish with a couple of sprigs of parsley and enjoy!

Cauliflower and Brussels Sprouts Gratin

Adapted from www.epicurious.com.

Warm and comforting, this will surely become a new favorite (try it at Thanksgiving!).

Prep 15m; Cook 40m
1 1/2 lb. Brussels sprouts, halved

1 1/2 lb. cauliflower, chopped
 2 1/2 c. heavy whipping cream
 1/2 c. shallots, chopped
 1 Tbs. fresh sage, chopped
 1 1/2 Tbs. olive oil
 1/2 c. dry breadcrumbs
 1/2 c. pine nuts
 2 Tbs. fresh flat-leaf parsley, chopped
 2 1/2 c. Parmesan cheese, grated

Directions: Preheat oven to 375°F. Fill a large bowl with ice and cold water. In a large pot of salted boiling water, cook the Brussels sprouts for 2 minutes. Add the cauliflower and cook until all the vegetables are crisp-tender, about 2 minutes. Drain and transfer immediately to the bowl of ice water, submerging them to stop the cooking. Drain well.

In a large saucepan, stir together the cream, shallots, and sage, and bring to a boil. Reduce heat to a simmer, and reduce the mixture to about 2 1/2 cups, about 10 minutes. Sprinkle with salt and remove from heat. Set aside.

In a large skillet over medium heat, warm the oil. Add the breadcrumbs and cook, stirring, until they begin to brown, about 2 minutes. Transfer to a small bowl and allow to cool. Stir in the pine nuts and parsley, then sprinkle with salt and pepper. Lightly butter a 9x13-inch baking dish. Sprinkle with salt and pepper, then with 1 cup of the Parmesan. Layer the Brussels sprouts and cauliflower over the cheese, and sprinkle with the rest of the Parmesan. Pour the cream mixture over the vegetables, and cover the dish with aluminum foil. Bake covered for 40 minutes. Uncover, then top evenly with the breadcrumb topping, and bake uncovered for 15 more minutes. Enjoy warm.

Turkey Hash

Adapted from www.saveur.com.

Loaded with leftover turkey and other Thanksgiving ingredients that you might still have on hand, this hearty hash would make an excellent day-after-Thanksgiving breakfast (or lunch, or dinner)!

Prep. 10m

Cook. 1h 5m

1 c. chicken stock
 1 c. cream
 1 tsp. Worcestershire sauce
 2 dashes hot sauce
 1 Tbs. dry sherry
 4 Tbs. butter
 3 slices bacon
 1 onion, chopped
 1 red bell pepper, chopped
 1 Poblano pepper, chopped
 1 lb. red potatoes, cubed
 1 Tbs. chopped fresh thyme, chopped
 3 cloves garlic, minced
 2 c. cooked turkey, shredded
 4 eggs

Directions: In a small bowl, whisk together the chicken stock, cream, Worcestershire sauce, hot sauce, and sherry. Set aside.

Heat a large skillet over medium-high heat. Melt 2 tablespoons of the butter, and add the bacon. Cook until crispy, about 5 minutes. Stir in the onion and peppers, and cook until softened, 10-12 minutes. Add the potatoes, garlic, and chopped turkey, and sprinkle with salt and pepper. Cook, stirring occasionally, until the potatoes begin to turn golden, about 15 minutes. Pour the stock and cream mixture evenly over the hash, then mash lightly with the back of a spoon, pressing the hash into the skillet. Cook until the hash holds together in a loose cake, and is browned on the bottom, 25-30 minutes. Set a 12-inch plate over the skillet, and carefully flip over to invert the hash onto the plate. Set aside.

Melt the last 2 tablespoons of butter in the skillet and scrape up any browned bits. Slide the hash back into the skillet, with the cooked side up. Crack the eggs on top of the hash. Cook until the potatoes are tender and the hash is browned on the bottom, about 10 minutes. Serve hot, with more hot sauce if you like.

Maple-Spiced Delicata, Fennel, and Kale Bowl

Adapted from www.sproutedkitchen.com.

Serve with some good bread for a wholesome, warming dinner.

Prep. 45m

2 Tbs. olive oil
 1 Tbs. maple syrup
 1 tsp. whole-grain mustard
 1/2 tsp. cayenne
 pinch crushed red pepper flakes
 1/2 tsp. cinnamon
 1/4 tsp. nutmeg
 salt

pepper
 1 1/2 oz. Delicata squash, cubed
 1 fennel bulb, chopped
 1 bunch purple kale, chopped
 3 Tbs. minced red onion, chopped

Directions: Preheat oven to 400°F. Arrange oven racks in upper and lower thirds of oven. In a small bowl, whisk together 1 tablespoon of the olive oil, the maple syrup, mustard, cayenne, crushed red pepper flakes, cinnamon, nutmeg, and salt and pepper. Set aside.

Spread the kale on a baking sheet and drizzle with the remaining tablespoon of olive oil and a pinch of salt and pepper. Set aside.

Slice the delicata squash into 1" half moons. Slice fennel in half and remove and discard tough core. Slice into 1/2" wedges. Place on a rimmed baking sheet. Drizzle with the oil and maple syrup mixture, and toss to coat. Add another drizzle of olive oil if it seems too dry. Roast in the upper third of the oven for 30 minutes, tossing vegetables halfway through cooking time. Transfer the baking sheet to the lower rack to cook the last 10 minutes, until tender and caramelized. After moving the squash to the lower rack, place the baking sheet of kale on the top rack to cook for 10 minutes, until the edges are crisp.

Transfer the squash, fennel, and kale to a large serving bowl. Toss with the minced red onion, and serve warm.

Fettuccine with Brussels Sprouts, Cranberries, and Bacon

Adapted from www.saveur.com.

This multi-dimensional pasta dish serves up the very best flavors of autumn and winter.

Prep 10m; Cook 25m

4 slices bacon
 12 oz. Brussels sprouts, cut in quarters
 1 onion, chopped
 1 c. chicken broth
 1/4 c. dry vermouth
 1/2 c. dried cranberries
 6 oz. fettuccine
 2 oz. Parmesan, grated
 salt
 pepper

Directions: In a large, heavy skillet, cook the bacon over medium heat for about 7 minutes, until crisp. Transfer to a paper towel-lined plate with a slotted spoon and set aside.

Raise the heat to medium-high, and place the Brussels sprouts cut-side down in the bacon fat. Cook undisturbed, about 2 minutes, until they begin to crisp and brown. Stir in the sliced onion, and cook, stirring occasionally, until the onion is translucent, about 5 minutes. Stir in the broth, vermouth, and dried cranberries, and scrape up any browned bits from the bottom of the skillet. Bring to a simmer, then cover, reduce heat to medium, and cook until the Brussels sprouts are tender, about 10 minutes.

Cook the pasta in a large pot of salted boiling water until just al dente. Drain, reserving 1/4 cup of the cooking liquid. Transfer the fettuccine to the skillet, and toss to coat in liquid. Stir continuously over medium-high heat for 1-2 minutes, until most of the liquid is absorbed. If it seems too dry, add some of the pasta water, a tablespoon at a time. Sprinkle with salt and pepper and serve topped with Parmesan cheese and the prepared bacon.

Sweet Potato Pie

Adapted from www.saveur.com.

The holidays are not complete without a sweet potato pie!

Prep 1h

1 lb. sweet potatoes, roughly chopped
 2 eggs
 1 1/2 c. milk
 4 Tbs. butter
 1 c. brown sugar
 1/2 tsp. cloves
 1 1/2 tsp. cinnamon
 1/2 tsp. nutmeg
 1/4 tsp. salt
 9" piecrust

Directions: Preheat oven to 450°F. Bring a large pot of salted water to a boil. Add the sweet potatoes to the pot and cook over high heat until tender, about 20 minutes. Drain well, then transfer to a bowl. Mash with a potato masher and measure out 1 1/2 cups. (If there is any excess, reserve for another use.) In a large mixing bowl, whisk together the eggs, milk, melted butter, brown sugar, cloves, cinnamon, nutmeg, and salt. Add the mashed sweet potatoes and beat until smooth. Pour into an unbaked 9" piecrust. Bake for 15 minutes, then lower the heat to 350°F. and bake an additional 20-25 minutes until set. Allow to cool completely before serving.

Staff Picks



ANNA

Kind Almond Butter Granola Clusters

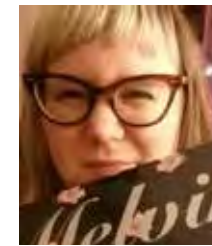
The clusters make this granola easy to eat and a great grab-and-go snack.



GRANT

Willy Street Co-op Green Zinger Fresh Juice Blend

My favorite juice blend! This bottle is packed with freshly juiced goodness including a shot of wheatgrass, and it tastes great! When I drink one of these I feel invigorated for the rest of the day!



LACEY

**Potter's Crackers
Caramelized Onion Crackers**

Potter's Crackers
organic artisan crackers delivering the flavors of Wisconsin

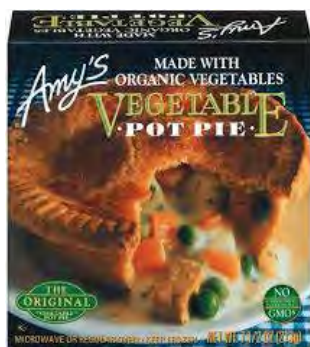
If you're looking for the perfect cracker for a cheese plate, this is the one! Potter's Crackers are made with organic and locally sourced whole wheat flour, milk, and butter in Madison, Wisconsin and most of their produce also comes from small, local farms. This flavor goes with so many cheeses, but I recommend it with Dream Farm's Farmstead Goat Cheese.



EVAN

Amy's Vegetable Pot Pie

Great comfort food that has good flavor and consistency. I could probably eat it every day for lunch if possible. Pro Tip: Microwave for 5 minutes then in a toaster oven for 3-5 minutes; this will cut cooking time down greatly.



KELSEY

The Cider Farm Classic Hard Cider

I love this cider. It's locally made from local apples, and it is the best hard cider I've ever had. The Classic is a little dry and balances nicely between sweet and tart.



MELISSA

Willy Street Co-op Vegan Pumpkin Pie

I've tried a LOT of pumpkin pie over the years, and this is one of my favorites. SO GOOD!



So Delicious Coco Whip

This tasty topping pairs well with our Willy Street Co-op Vegan Pumpkin Pie. It's delicious and dairy-free!



JOE

Royal Hawaiian macadamia nuts

These are delicious, affordable, and come in a handy resealable bag!



CAITLYN

Renard's 2-Year White Cheddar

For all the times you are looking for a staple, snacking, melting, tasty cheese that doesn't break the bank.



SHELLEY

Tucson Tamale Green Chili and Cheese

These are a go-to in my freezer for a quick and delicious lunch.



Willy Street Co-op's House-Made Soup

A bowl of Willy Street Co-op's soup is always delicious and a good deal. Some of my recent favorites are Cream of Chicken and Wild Rice and Split Pea with Bacon.



KELLY

Field Day Organic Instant Maple Brown Sugar Oatmeal

Affordable, easy, and tasty when I just don't have time to cook.



JOHN

Local Kabocha Squash

Generally speaking, I prefer the more dry, finely textured varieties of winter squash; kabocha is all this and more. One of the more naturally sweet varieties, with a sublime nuttiness which I find very pleasing to the palette. And if I may be so bold, a superior alternative to pumpkin for pie making. Taste for yourself!



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ANGELICA

Willy Street Co-op Red Curry Tofu Wrap

If you're vegan in a hurry, this is the Grab & Go sandwich for you. The Red Curry Tofu is tasty and flavorful and makes it easy to eat the vitamin-rich spinach. An easy way to feel good about lunch on the go!



AMANDA

Bell & Evans Cornish Hen

These are so easy to prepare and are so juicy! You won't believe it! You can bake or grill these whole or try and use a spatchcock cooking method. These little birds are a great way to try out that cooking technique. It shortens the cooking time.



Willow Creek Leaf Lard

This lard is superior to all other lards. Hands down. Use this one, always! I always have a tub in my fridge.



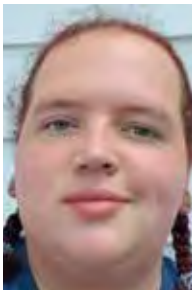
Angelic Sprouted 7-Grain Bread

This bread is so delicious! It is packed with flavor. My first taste was just toasted with nothing on it. YUM! I look forward to lunch when I have this sandwich in my lunchbox.



Ember Foods Vegetable Samosa with Tamarind Chutney

These are a great snack, appetizer or light lunch. This little samosa is packed with flavor and is paired nicely with their beautiful tamarind chutney. They smell and taste divine!



KYLA

LushLife Bakery Cake Slices

These cakes are delicious! They are moist, dense, flavorful and, best of all, vegan and locally made. I definitely recommend this and all other products from this bakery for both vegans and omnivores!



DEAN

Willy Street Co-op Door County Cherry Pie

This pie is made with local cherries, and it is so delicious!! Great warmed up with ice cream, or as is. Your taste buds will thank you for the serious flavor!



LAURA

Quinn Peanut Butter Filled Pretzels

One of the things I like most about working in the Grocery department (and any of our departments, for that matter) is discovering new products. I don't know if I ever would have paused to consider these had I not been stocking them the other day. I am so glad



that I was in need of a snack and decided to give them a try. It's always a joy—as a gluten-free person for over eight years—to find something that you haven't been able to have in years done well, but also be gluten-free, and these are definitely one of those items! I don't know that I will be able to put them down!

Pomegranates

To me, one of the best winter gifts I can receive is digging into a pomegranate to devour the beautiful, nutritious jewels inside. Full of minerals and vitamins, this is a fruit that will sustain you and bring you a bit of joy during the darkest days of winter!



BRANDY

Fuyu Persimmons

This variety of persimmon can be eaten when it is still slightly firm. It is incredibly sweet with notes of cinnamon.



DUSTIN

Uplands Rush Creek Reserve Cheese

I started including this in my Thanksgiving cheeseboard about four years ago. Since then, my family has insisted I bring it every year. This cheese is creamy like



a custard and a bit earthy from the spruce that it is wrapped in. It's only available for a few weeks each fall, so don't miss your chance to try this one-of-a-kind cheese!



CATE

Equal Exchange Organic Jasmine Green Tea

I love this tea. I love the flavor, the aroma, the way it takes just a touch of honey to sweeten. The price point is fantastic! I suggest stocking up when it goes on sale to maximize your tea-spending power. And it is an Equal Exchange product which supports small, organic farmers.



Health Force Super Foods Truly Natural Vitamin C

This is a truly high quality vitamin C! I love that it comes in both powder and capsule form. I think the powder version is a super wonderful addition to my morning smoothie. Available at West and North only.



Garden of Life mykind Organic Chewable Vegan D3 2,000 IU

A must-have in my winter wellness toolbox. Seems to help fend off the deep blues I used to experience when the days get short and devoid of much sunshine. I really love that they are vegan AND organic! These raspberry-lemon flavored chewable tablets really do seem to amount to sunshine in a bottle.



ABIGAIL

Oregon's Wild Harvest-Muscle Relax

This brand is awesome! They have such lovely, high quality products at reasonable prices. The muscle relax is one of my favorites. I take it when I get home after a work out, and it really helps

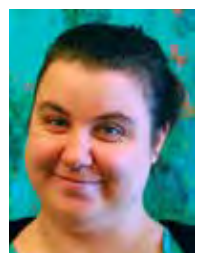
my body to chill and recover. It is also a great product for people who feel anxious or are restless before bed to help with sleep. There are only three ingredients—valerian, skullcap, and hops—all organic of course!



JON

Thayers Shave Cream/Aftershave Balm

These are great for reducing skin irritation and razor bumps. They have two of my favorite natural skin care ingredients: witch hazel and aloe. Makes shaving a joy with a light uplifting fragrance that lasts through the day.



ANGELA

Kal Magnesium Glycinate 400

I take magnesium at bed to help with my restless leg, and this is the form that I've had the most success with. Only two tablets to hit 400 mg; it's the best value per dose. It works fast, but does not send me running to the bathroom.



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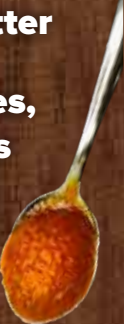
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5 Ways (other than pie) to use Puréed Pumpkin

- 1 Stir into oatmeal with walnuts, pecans, brown sugar, cream, and/or yogurt
- 2 Create your own pumpkin spice latte
- 3 Make pumpkin pancakes
- 4 Whip up some pumpkin butter
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THANKSGIVING HOURS

Thanksgiving Day, November 26: Open 8:00am-2:30pm